

ABSTRACT OF THE DISCLOSURE

Methods are disclosed for gathering information from different sources to be used to automatically fill in online forms. The information is collected using a persona of an individual. A persona is created by filtering a larger set of raw data for that user so that only certain fields are allowed to be seen and used by others. An individual can have several personas, each assigned to a particular other individual, such as a family member or a friend. The individual allowing one of his personas to be shared is the information provider and the user requesting the information is the information requester.

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10 The information is taken from both the provider and requester, and used by a vendor in a form, filled out by the information requester. In one embodiment, the information requester is a "gift giver" and the provider is a "gift receiver." The gift giver is requesting shipping and other information from the gift receiver, who can grant one of his personas to the particular gift giver. The

15 information, along with billing information from the gift giver, is used to fill out a vendor online form.